

Financial Risk Management

MSBA IN FINANCIAL RISK MANAGEMENT





ORACLE®
CRYSTAL BALL

Applications with Crystal Ball

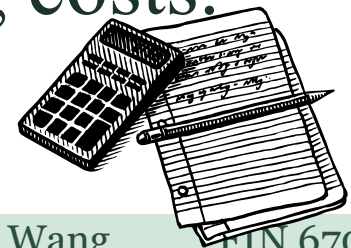
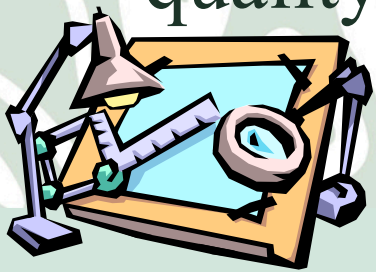
Hotel Design

- A downtown hotel is considering a major remodeling effort and needs to determine the best combination of rates and room sizes to maximize revenues.
- Given uncertainty around the elasticity, the owners want to set the optimal prices for each room type while maximizing their projected revenue.
- Use Crystal Ball and OptQuest to understand the impact of uncertainty and determine the optimal room prices.



Fluid Pump

- As the pump manufacturer, you want to design a pump for a liquid packaging system that draws processed fluids from a vat into jars at a consistent rate.
- With choices among several types of components, each with differing cost and performance, use Crystal Ball and OptQuest to determine the combination that meets the flow quality specifications while minimizing costs.



Inventory System Optimization

- Use OptQuest to determine the *optimal* order policy that results in the lowest total annual costs.



Cartoon

I THINK YOU SHOULD BE MORE SPECIFIC HERE IN STEP TWO

